

## ABSTRACT OF THE DISCLOSURE

This invention provides an advertisement information providing system having a novel configuration never seen before and capable of saving advertisement cost for an advertiser. More specifically, this advertisement information providing system comprises an advertisement information server DB which accepts registration of advertisement information to be output as advertisement from outside, generates advertisement related information necessary for distributing the advertisement information based on the registered advertisement information, generates distribution information composed of only the generated advertisement related information and the advertisement information corresponding to the advertisement related information and outputs the generated distribution information to network IN, the network IN for distributing the output distribution information to a plurality of consumer terminals J and consumer terminals J for obtaining the output distribution information from the network IN and outputting advertisement information contained in the obtained distribution information.